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To: The Board of Education and Dr. Patrick Broncato, Superintendent
From: Curt Saindon, Assistant Superintendent for Business Services/CSBO
Date: August 14, 2026
Subject: Photography Services RFP Update

We opened and qualified six proposals for Student Photography Services on July 21st. We are looking to contract with a company for the 2027-2028 school year and beyond. This was in response to the RFP that we released on June 18th per the request of the Board. We initially identified about 20 companies to send the RFP out to and about 10 of them initially showed interest. A few then declined to bid, and a few simply dropped out of the process, leaving six companies to deliver proposals...The Barksdale Group, Cherry Hill Studios, VIP Photography, Lifetouch/Shutterfly, Van Gogh Studios, and HR Imaging. Michelle Swanson and Leslie De Lara Serna from our office then reviewed and scored the proposals independently in late July and early August. We scored and ranked the proposals, and when we compared our results, there were four clear leaders among the six proposals submitted. We then decided to move these four “finalists” on to the next phase of the review with our Parent Advisory Committee. This committee is made up of two parent volunteers from each school.

We are scheduling final presentations for either the week of August 24th or August 31st. We will have the finalists discuss and present on five main areas of interest: 1) Picture Day Logistics, Quality Control, Retakes and Retouching; 2) Pricing, Ordering, Delivery and Customer Support; 3) Data Security, Privacy, Safety, Training and Employee Screening; 4) Ancillary Services (yearbooks, sports, graduates, promotion ceremony, id’s, digital downloads, etc.), and; 5) Financial Considerations (commissions, rebates, grants, parent perks, staff perks, etc.). The Parent Review Committee will score each finalist on these five areas and rank the four finalists accordingly. We will then discuss their scoring/rankings and hopefully they can come up with a consensus finalist to recommend for consideration. The company recommended by the Parent Committee, along with the RFP scoring from the Staff Review Team, will then be combined to determine the company to recommend to the Board of Education at the Regular September Board Meeting. We hope to be able to enter into a 3-5 year contract that would be renewable annually thereafter at the discretion of the school district. As always, please let me know if you have any questions or need additional information.